

ABSTRACT OF THE DISCLOSURE.

A communication system for a digital television system including an interactive response system (20) in communication with a television (10) of the digital television system (40) is described. The interactive response system (20) is arranged to accept an input from a user in response to an output signal produced by the television (10) and to trigger a communication between the user (60) and a remote third party (70). The communication is dependent upon the output signal produced by the television (10).